Join us at the South Carolina Home Care & Hospice Association’s 2018 Annual Conference as we face new challenges, devise new solutions and plan for the future of healthcare at home!

9+ Contact Hours Available    Early Registration Deadline: 9/14/18

Premium Sponsors of SCHCHA*

*Premium Sponsors supporting your Association with a strong annual financial commitment to SCHCHA.
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Why Attend the Annual Conference?

- Presentations by speakers who share your background and experience or who have worked closely with your health care settings
- Concurrent sessions that address topics across the healthcare at home spectrum
- Opportunity to build valuable professional relationships through networking opportunities
- Practical and innovative ways to problem-solve in your setting
- Exhibits available throughout the conference to help meet your agency’s operational needs
- Affordable accommodations at the elegant Westin Poinsett
- Opportunity to experience beautiful downtown Greenville, SC
Monday, October 29, 2018

8:00am-9:00am  Registration & Coffee with Exhibitors
9:00am-10:15am Welcome & Opening General Session:
► State of the Nation for Home Care, Home Health & Hospice
   Bill Dombi, President, NAHC
10:15am-10:30am Break
10:30am-12:00pm A Concurrent Sessions
12:00pm-1:30pm Awards Ceremony & Luncheon
1:30pm-2:30pm B Concurrent Sessions
2:30pm-2:45pm Break
2:45pm-3:45pm C Concurrent Sessions
3:45pm-4:00pm Break
4:00pm-5:15pm Plenary Sessions
5:15pm-6:15pm Vendor Reception

Tuesday, October 30, 2018

7:30am-8:45am Breakfast with Exhibitors
8:45am-10:00am General Session:
► Leading in Times of Change: Thriving in Uncertainty
   Scott Carbonara, “The Leadership Therapist”
10:00am-10:15am Break with Exhibitors
10:15am-11:45am D Concurrent Sessions
11:45am-12:00pm Break with Exhibitors
12:00pm-1:00pm E Concurrent Sessions
1:00pm Door Prize Drawings, Farewell!

Invitation from SCHCHA President and CEO, Tim Rogers:

The healthcare landscape looks so very different today than it did when I first joined SCHCHA. Since then, Home Health, Hospice and Home Care agencies have seen unprecedented change, regulations, and scrutiny. Yet they have also seen improved quality, efficiency, and a recognizably formidable place in the healthcare continuum. Though we have come a long way, our challenges have only begun! This year’s Annual Conference addresses those challenges, and more importantly, gives you key takeaways to learn how to DEAL with those challenges and come out on top. The AHHC/SCHCHA Education Planning team has assembled a lineup of speakers from across the country who have done the legwork for you and are ready to showcase their findings.

We are proud to welcome some of the best home health, home care & hospice vendors to exhibit at the Leadership Conference and we are very appreciative of their support.

Take it from me, times are surely changing, but the Association is committed to Rising to New Heights, Together.

Tim Rogers
Keynote Session | Monday, October 29 | 9:00am-10:15am

State of the Nation: Home Care, Home Health and Hospice
William A. Dombi, Esq., President, National Association for Home Care & Hospice

Plan to join NAHC President William Dombi as he provides a State of the Industry. This national update will cover health care policy trends, as well as current federal legislative and regulatory issues affecting home care and hospice. Bill will also highlight and identify legal issues affecting the industry. You won’t want to miss this engaging and informative keynote!

Bill Dombi is the President of the National Association for Home Care & Hospice. He previously served as the Vice President for Law at NAHC. As a key part of his responsibilities, Bill specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With nearly 40 years of experience in health care law and policy, Bill Dombi has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the expansion of the Medicare home health benefit in 1980, the formation of the hospice benefit in 1983, the institution on Medicare PPS for home health in 2000, and the national health care reform legislation in 2010. With litigation, Dombi was lead counsel in the landmark lawsuit that reform the Medicare home health services benefit, challenges to HMO home care cutbacks for high-tech home care patients, lawsuits against Medicaid programs for inadequate payment rates, along with current lawsuits challenging the Medicare home health face-to-face encounter rule and the Department of labor changes to the overtime rules under the Fair labor Standards Act.

Concurrent Sessions | Monday, October 29 | 10:30am-12:00pm

A1 - Palmetto GBA: Hot Issues in Hospice
Charles Canaan, RN, Senior Provider Relations Representative, Palmetto GBA

This session will cover hot issues in Hospice Medicare. Topics include Medicare updates, data analysis, comparative billing reports, medical review updates, and Comprehensive Error Rate Testing contractor updates.

A2 - Effective Lobbying and Advocacy in All of Home Care Services
Melissa Allman, SC State Director of Government Affairs, BAYADA Home Care

In today’s political scene it is very important to work together to ensure our message and advocacy speaks in unity on a state and federal level. Working in unity allows us to pull together our resources and have strength in numbers. Our focus will be on the Ps of Politics.

A3 - Hospice Targeted Probe and Educate (TPE): What We’ve Learned So Far
Katie Wehri

This session will explain the targeted probe and educate model and delve into past, present and possible future target areas and how to manage this new model of medical review. Methodology and tips for going through the process as well as ways to minimize chances of being part of TPE are explained. Compliance with the current target areas and what is expected to be in the record as evidence of compliance will also be explained. Examples of provider experiences so far with TPE will be shared.

A4 - Opioid Challenges and Effective Pain Management
Ellen Fulp, PharmD, BCGP, AvaCare, Inc.

The nation’s opioid epidemic and recent parenteral opioid shortages have created a challenging landscape for hospices striving to provide effective, timely pain management at end-of-life. This presentation will review statistics and recommendations regarding opioid use for various types of pain, as well as risk evaluation and mitigation strategies for the safe use of opioid analgesics in the outpatient setting. Opioid rotation and non-traditional pharmacologic interventions and routes of administration will also be discussed.

A5 - The Clinical Path to Home Health Reform: Acuity Management for the Value Era
Arnie Cisneros, P.T., President, Home Health Strategic Management
Kimberly McCormick, Executive Clinical Director

Home Health reforms will challenge providers as Medicare transitions home care from volume to value. Med Pac predicts Provider loss as great as 30% and agencies who plan to continue on their care path must begin today to achieve the value identity required for success. Multiple industry refinements will challenge ALL providers: HHGM, VBP Expansion, Post-Acute PPS, and Pre-Claim Review. Now is the time to adopt a Clinical Acuity Utilization Management model, as hospitals, IRFs and SNFs have done when facing similar value models. Learn how utilization management affects clinical and fiscal outcomes to 5-Star levels as it prepares the provider for success under the value era.

Choose the Right Session for You: Med-Cert Home Health  Home Care  Hospice  General  HH/Hospice
B1 - Creating a Rock Solid Orientation Program
Heather Calhoun, RN, BSN, COS-C, HCS-D, HCS-H
Home Health Solutions

This session will help participants recognize the components of a successful orientation program, understand the expected benefits to operations, and identify changes the agency should make to its orientation program to comply with new COPs. Learn how an orientation program can help insulate agencies from rejections during the pre-claim review process. Participants will be able to identify and match generational learning styles with the needs of learners for more effective education, as well as describe an effective training agenda.

B2 - Achieving HIPAA Compliance
Kelly Grahovac, MBA, The van Halem Group

This session will cover all aspects of HIPAA compliance and how to achieve it. The presenter will outline what is being audited and how covered entities and Business Associates can protect themselves and safeguard against willful neglect. The session will also cover best practices to meet HIPAA standards.

B3 - Building QAPI as the Foundation for Operational and Clinical Process Improvement
Kendall Carnie, RN, Division Director of Quality and Clinical Practice, Kindred Hospice

In an organization composed of multiple hospice providers, it is essential to develop a QAPI program that addresses the individual needs of each location and also the organization. Using a consistent data collection tool and methodology across hospice programs provides the basis for data-driven, outcomes-based operational and clinical process improvement for the organization.

B4 - Preparing for Interoperability: Opportunities to Differentiate Your Home Health or Hospice Organization
Panelists: Nick Knowlton, VP of Strategic Initiatives, Brightree and Co-Founder, CommonWell Health Alliance; Hospice Provider; Home Health Provider;
Moderator: Melissa Polly, MBA, Marketing, Brightree

As our referral sources increasingly trend to value-based reimbursement models, smart agencies are implementing growth strategies of aligning themselves with referral sources’ goals. Some of these goals include: improved care coordination to reduce admissions, better patient care for patient retention, and transparency of clinical data for improved decision-making ability and care for chronically ill patients. Interoperability is a great strategy to achieve these goals, and as demonstrated at the HIMSS 2017 Interoperability Showcase, that technology is now available for the post-acute sector of the healthcare ecosystem to connect and collaborate with referral sources.

B5 - Preparing for the FY2019 ICD-10-CM Code Changes
Christine Hammersley, RHOT, HCS-D, Coding Specialist
HEALTHCAREfirst

Home Health and Hospice agencies are coming under stronger regulatory scrutiny and are finding themselves hard pressed to provide clean, accurate supporting documentation for auditors and surveyors. Coding accuracy is key to protecting your agency from deficiencies and penalties, but staying current with changes and best practices can be overwhelming. During this presentation information needed to ensure coding accuracy and how to safeguard your agency will be provided.

Choose the Right Session for You:  Med-Cert Home Health  Home Care  Hospice  General  HH/Hospice
C1 - Gaining a Competitive Edge in Hospice Using Market Data Analytics
Ginger Voss, Operating Partner, PlayMaker Health

Utilizing key industry data and agency analytics, not just assumptions, is critical in identifying areas for growth & improvement in both sales activity and overall outcomes. With trending internal and competitor data, agencies can develop action plans to decrease operating costs and identify areas for margin improvement. Analyzing agency data as well as overall market potential can create better alignment across your sales, clinical and operational teams and track progress against internal targets and industry trends. Participants will learn about mastering their market with insights into the competitive landscape, growing admissions by maximizing relationships, identifying referral sources for earlier transitions and adoption of the hospice benefit for patients.

C2 - HHGM is Alive & Kicking - Now What?
Sue Payne, MBA, RN, CHCE, VP & Chief Clinical Officer, Corridor
Christopher Attaya, MBA, VP Product Strategy, SHP Data

This session will provide the latest updates from CMS as well as a review of the components of the proposed HHGM model. Using data from the Strategic Healthcare Programs (SHP) national database, the presenters will identify the expected winners and losers of the new model. The program will assist providers with identifying the operational and clinical challenges they will need to remain a vital organization in balance with caring for the patient.

C3 - Developing a Mentor Program
Heather Calhoun, RN, BSN, COS-C, HCS-D, HCS-H
Home Health Solutions

Mentoring is something that is done every day in home health and hospice but does it have structure? How do you know if you are providing your new employee with the tools that he or she needs to be truly successful in the field? This presentation will give you a “backbone” to your mentoring program. Learn techniques to both manage and provide meaningful feedback to your new employee. This will in turn allow your new employee to grow both grow professionally and retain quality staff.

C4 - The Importance of Lone Worker Safety
Keith Raynor, Regional Business Development Manager
SoloProtect

In this session, the importance of lone worker safety will be discussed, along with ways in which protecting staff who work alone will do the following for the individual as well as the organization: Mitigate risks, limit risk of litigation, protect profits, reduce cost associated with an incident, positive impact on business continuity, increase retention and reduce attrition, and tangible demonstration of duty of care. The presentation will also discuss the importance of policy development to support any solution that may be implemented. Recommendations for policy development will be provided to protect organizations from potential liability or litigation.

C5 - Focus on the Largest Cost First: Benchmark the Efficiency of Your Direct-Care Coordination
Deb Mulholland, VP of Care Delivery Performance
Cheryl Reid-Haughian, RN, MHScN, CCHN (C), Vice President of Clinical Informatics, CellTrak

By far the largest operational expense of an agency is the cost of service, particularly labor. The direct-care labor cost alone typically accounts for more than 30% of revenue. Targeting the inefficiencies associated with caregivers’ schedules, travel time and missed visits will go a long way to lowering costs. This presentation will share benchmarks and trends from 1.5 million episodes of care performed by agencies and broken down by hospice, home health and home care. Attendees will take away specific insights that will assist them in achieving true cost savings that deliver quality care in their operations.
P1 - Home Health COPs: How Are They Enforced?

Katie Wehri

This plenary session for Home Health providers will provide an overview of the new home health COPs and areas that agencies are having trouble with, as evidenced by national survey results. This session further delves into the surveys in South Carolina of home health agencies and reviews what has been problematic, how agencies can remedy the problem, and how they can best minimize risks of survey deficiencies.

P2 - Three Key Strategies for Hospice Growth Today

Melynda Lee, MBA, Director, Sales & Marketing Solutions
Simione Healthcare Consultants

Discover how you can generate more admissions, increase length of stay and keep both internal and external customers happy without spending more money. In today’s hospice environment, growth and efficiency are more important than ever. We must do more with less. In this session, you will learn how to improve referral growth, reduce avoidable NTUCs and reach more of the market place. Attendees will be able to: Use market intelligence to strategically identify opportunities for growth; have a solid understanding of the referral management process and how to control avoidable NTUCs (patients not taken under care); and leverage available traditional and digital media to jump start a successful branding and marketing plan.

P3 - Starting with Why: Impacting the Future Workforce of Nurses and Caregivers

Adrian Killebrew, Business Development Executive, Axxess

We are living in a new economy that is powered by technology, fueled by information and driven by knowledge. For the first time in history, five generations can be found working side by side in the workforce. By the year 2020, Millennials will comprise 75% of the world’s talent workforce. Steadily increasing demands for nurses and direct care workers will exceed that of every industry sector as 10,000 Baby Boomers become eligible for retirement every day. Spend time exploring with home health technology industry executives how building your organization’s culture can lead to your ultimate success.
D1 - Don’t Run From the CoPs!
Lisa Meadows, MSW, Clinical Compliance Educator, ACHC
This session will review the new Home Health Medicare Conditions of Participation (CoPs) and discuss how to utilize the CMS Home Health protocols to prepare for a Medicare re-certification survey and avoid condition level deficiencies that could result in an alternative sanction. Learn what the surveyor is looking for during survey to determine compliance with the new CoPs for the Level 1 and Level 2 G tags as well as how to prepare your agency for the arrival of the surveyor and what documents you need to have ready for your surveyor to demonstrate compliance. Learn how to audit your audit tools to ensure the proper information is being captured.

D2 - Palmetto GBA: Hot Issues in Home Health
Charles Canaan, RN, Senior Provider Relations Representative, Palmetto GBA
This session will cover hot issues in Home Health Medicare. Topics include Medicare updates, data analysis, medical review updates, and Comprehensive Error Rate Testing contractor updates. An update will also be provided on the Home Health Review Choices Model.

D3 - Rising to New Heights Using the DYAD Model to Strengthen the Administrator/Medical Director Partnership
Katie Wehri
As hospices prepare to go through epic change over the next five to ten years, the partnership between Administrator and Medical Director is crucial. Supporting processes and resources for high quality care and financial performance will only be successful when medical directors and administrators understand their respective roles and the necessary partnership. This session will review the function and resources necessary for each role and describe how the DYAD model can be used for success.

D4 - Tools to Anchor All the Hospice IDT Members in Their Documentation & Communication
Lores Vlaminck, MA, BSN, RN, CHPN Lores Consulting, LLC & Consultant for HEALTHCAREfirst
Never before in the history of hospice has the scrutiny of IDT documentation been more important to meet regulatory, reimbursement, quality measures and outcomes. Just as each IDT member serves a unique role in the care and support of the patient and family, so does their documentation. Plan now to attend and discuss the tools that will be provided and ways you might implement their use with your IDT members to improve documentation.

D5 - Clinical Documentation: Clinical, Operational, and Financial Success
Tina M. Marrelli, MSN, MA, RN, FAAN
President, Marrelli & Associates, Inc.
Cat Armato, RN, CHPN, CHC, CHPC
President, Armato & Associates, LLC
Documentation impacts almost every facet of home care and hospice practice. Your documentation either contributes to positive outcomes or becomes a problem area that impacts many areas of operations. This fundamental course reviews recent trends that impact documentation standards and reviews strategies for improving documentation from quality/safety, regulatory, and payment perspectives. Helpful documentation review tools will be highlighted to ensure meeting regulatory and quality requirements. Factors that contribute to the increased emphasis on documentation and strategies for improving/enhancing documentation will also be reviewed.
E1 - Leveraging Data Analytics to Prepare for the PDGM
Michael Simione, Manager and Rob Simione, Director
Simione Healthcare Consultants

The HHGM in the Home Health Payment Proposed Rule for 2018 was the most significant payment model reform since the Home Health Prospective Payment System (HHPPS) was introduced in October of 1999. It would have been implemented starting January 1, 2019 and was proposed as a non-budget neutral payment reform. Fortunately, the Home Health Payment Final Rule for 2018 provided a “stay-of-execution” as the HHGM was not finalized. CMS indicated they would revisit and review the HHGM in the proposed rule, however, this “stay-of-execution” does not mean that payment reform is not in the future. The presentation will educate participants on the general principles of the proposed HHGM. In addition, it provide agencies with key performance indicators to recognize, review and techniques to analyze them in preparation for the future introduction of HHGM. Lastly, this presentation will provide examples on how to use these key performance indicators to strategically prepare for the HHGM’s impact on operations, staffing, compliance, revenue cycle, reimbursement and cash flow within an organization and improve existing revenue cycle functions to ensure timely affirmation of payment as quickly as possible and the first time through the PCR documentation submission process.

E2 - Happy Is As Happy Does!
Christina A. Nuqui, Onboarding Specialist/Operations Coordinator, Home Health Solutions, LLC

We all want to feel like our work matters. Sometimes even a simple gesture can make you feel happier every day. Happy workers do more and stay longer at a company. A workplace where people are encouraged and supported can create a positive work environment. Participants will be able to identify why employee engagement is important, identify skills to create a happy and positive work environment, and learn skills to motivate staff.

E3 - Get Clear on Contract Basics
Kathleen A. Hessler, RN, JD, CHC, CHPC, Director Compliance & Risk, Simione Healthcare Consultants

Contracts are mutually beneficial agreements between two or more individuals or groups of people or businesses. They are basic to society and to healthcare organizations; contracts provide a framework for people and businesses to conduct business in order to achieve reassurances that such promises are binding. Contract law is a prominent mechanism under which health care services and transactions are conducted. These documents should be drafted, honored, and renewed with care. The participants will be able to state several types of contracts pertinent to home health and hospice businesses, identify basic contract clauses and name reasons for including these clauses in your contracts, and define some best practices for initiating, maintaining and renewing contracts.

E4 - How TeleHealth Combined with Nurse Triage Services are the Next Evolution in Care for Home Health and Hospice Patients
Kevin Childs, Practice Leader, One Source/Total Triage
Becky Thorne, Senior mHealth Consultant, Total Triage

Telehealth is expanding rapidly due to patient/provider adoption along with younger generations who are used to mobile technology and are beginning to move into the long term and hospice care markets as patients and caregivers. As a result, there's an increased sense of urgency to integrate into provider workflows and EMR/EHRs and as telehealth evolves from a simple consumer application to an integrated platform where clinical services must be required in the form of RN triage and physician care, providers must seek solutions that improve care while doing what’s best for the patient with a complete telehealth platform. In this session, learn how an evolving market can transform your care delivery, optimize your operations and improve the care and attention given to your patients and families.

E5 - Government Investigations: Prevention and Preparation
Jason Bring, Partner, Arnall Golden Gregory, LLP

This presentation will discuss how to avoid becoming the target of a government investigation but will also prepare attendees for what has now, unfortunately, become the inevitability of a government investigation or whistle blower case. Learn how to minimize the expense and exposure of an investigation, from e-mail retention practices, employment agreements, and documentation practices.

Choose the Right Session for You: Med-Cert Home Health  Home Care  Hospice  General  HH/Hospice

Door Prizes Will Be Drawn at 1:00pm!
REGISTRATION INFORMATION

Register! By Fax: Fax a copy of the registration form with the appropriate credit card information and signature to (919) 848-2355. Faxed registrations will not be processed without credit card information. By Mail: Mail registration form with payment to: SCHCHA, 3101 Industrial Drive, Suite 204, Raleigh, North Carolina, 27609. Registration forms will not be processed without payment. (Be sure and include the suite number!) ONLINE REGISTRATION AVAILABLE AT WWW.SCHCHA.ORG

Cancellation Policy: Please note that due to hotel obligations having to be made far in advance, fees will be refunded, or invoices will be adjusted, only if written notice of cancellation is received by September 28th. In the event of cancellation, SCHCHA will retain, or charge, $80 of the initial registration fee, per registrant, to cover administrative overhead. Once written cancellation is received, a SCHCHA staff member will review for approval. If your cancellation is approved, we will email back a signed and dated copy of the cancellation that your agency should retain on file in case of questions. While it is not permissible for several individuals to share a registration, SCHCHA will be happy to accept substitutions if notified of the change in writing.

Auxiliary Aids, Services, & Special Diet Requests: SCHCHA is committed to ensuring that no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services identified in the Americans with Disabilities Act. If you need any auxiliary aids or services or have a special diet request, please contact Richard Fowlkes at richard@ahhcnc.org.

Attendee/Payment Information

Total Registration Fee Due: $__________

BILLING INFORMATION:
☐ I agree to the Payment & Cancellation Policy
☐ Check (payable to SCHCHA)
☐ American Express
☐ Discover
☐ MasterCard
☐ VISA

Please Make Your Selections Below:

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Registration Fees

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Full Name ORGANIZATION NAME

STREET ADDRESS CITY, STATE, ZIP

EMAIL PHONE NUMBER

JOB TITLE

NAME ON CREDIT CARD (PLEASE PRINT) EMAIL ADDRESS (FOR RECEIPT)

CREDIT CARD NUMBER EXPIRATION DATE

BILLING ADDRESS CITY STATE ZIP CODE

SIGNATURE OF CREDIT CARD HOLDER (REQUIRED)
SCHCHA has secured a room block of rooms for the nights of Friday, October 26th through Monday, October 29th at $149/night (Traditional King or Double) and $209/night (Junior King or Executive King Suite). These room rates will expire October 8.

To make a reservation, call 1-800-WESTIN1 or to make your reservation online, visit: www.schchaconferences.com

Registration Discounts: SCHCHA is offering discounts to agencies who register before September 14!

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9+ Contact Hours Available

Dress is Resort/Business Casual